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Production of
 ICE CREAM
 and
 RELATED FROZEN PRODUCTS
MARCH 1960

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U.S. DEPARTMENT OF AGRICULTURE
 Agricultural Marketing Service
 Crop Reporting Board
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ICE CREAM PRODUCTION

Production of ice cream in the United States during March was estimated at 54,785,000 gallons, the Crop Reporting Board reports. This was a record high level of output for the fifth successive month. March production was 3 percent larger than in March 1959 and 14 percent greater than the 1954-58 March average.

From February to March, production rose 15 percent on a calendar month basis. On a daily average basis, the seasonal gain this year of 8 percent was equal to that of both the previous year and the 5-year average. Temperatures during March averaged much below normal in most of the country east of the Rocky Mountains. They were above normal generally west of the Rockies except in an area from Montana westward to portions of Washington and Oregon.

Compared with March last year, changes in ice cream production by regions were mixed. Output was 3 percent less both in the West North Central States and the South Atlantic, and 4 percent smaller in the South Central. Output gained 8 percent in the North Atlantic Region, where all major-producing states except Massachusetts showed increases. Production was up 12 percent in New York and 8 percent in Pennsylvania. A 2-percent rise occurred in the East North Central Region, where only Ohio and Indiana showed losses. Production was up 5 percent in the Mountain Region and 4 percent in the Pacific, with increases recorded in all states. California's output was 1 percent larger.

Compared with the 5-year March average, increases in ice cream production in all regions varied from 4 percent in the South Central to 27 in the Pacific. Output was 18 percent more in both the North Atlantic and the Mountain States. Other increases were: 12 percent in the East North Central Region, 5 percent in the West North Central, and 8 percent in the South Atlantic. In the three leading states, gains were: New York, 25 percent; Pennsylvania, 11 percent; and California, 26 percent. Production was less only in Missouri, Kansas, North Carolina, Louisiana, and some lesser-producing states of the North Atlantic and South Central Regions. The sharpest rises were shown in Nebraska, Washington, and New Jersey.

PRODUCTION OF ICE CREAM, UNITED STATES, 1960

MONTH	1954-58	1958 1/	ESTIMATED		CHANGE FROM:	
	Average 1/		1959	1960	1954-58 Av.	1959
	Thousand Gallons				Percent	
January	39,130	43,179	43,425	45,630	+ 17	+ 5
February	40,420	40,188	44,830	47,515	+ 18	+ 6
March	48,259	47,195	53,375	54,785	+ 14	+ 3
THREE MONTH TOTAL	127,809	130,562	141,630	147,930	+ 16	+ 4

1/From enumerations.
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PRODUCTION OF ICE CREAM: MARCH 1960

STATE AND GEOGRAPHIC DIVISION	5-YEAR MARCH AVERAGE 1954-58 1/	MARCH			PERCENT CHANGE IN MARCH 1960 PRODUCTION FROM:	
		1958 1/	ESTIMATED		5-YEAR AVERAGE	MAR. 1959
			1959	1960		
		Thousand Gallons			Percent	
Massachusetts	1,784	1,776	2,130	2,110	+ 18	- 1
Connecticut	653	674	675	740	+ 13	+ 10
New York	4,959	4,829	5,500	6,180	+ 25	+ 12
New Jersey	1,239	1,245	1,530	1,670	+ 35	+ 9
Pennsylvania	5,435	4,984	5,560	6,010	+ 11	+ 8
Other N.A. States	732	627	720	720	- 2	0
NO. ATLANTIC STATES	14,802	14,135	16,115	17,430	+ 18	+ 8
Ohio	3,103	3,037	3,450	3,400	+ 10	- 1
Indiana	1,675	1,733	2,030	1,880	+ 12	- 7
Illinois	2,401	2,593	2,590	2,800	+ 17	+ 8
Michigan	2,237	2,239	2,250	2,320	+ 4	+ 3
Wisconsin	1,497	1,548	1,655	1,870	+ 25	+ 13
E. N. CENTRAL STATES	10,913	11,150	11,975	12,270	+ 12	+ 2
Minnesota	1,218	1,265	1,360	1,360	+ 12	0
Iowa	959	937	1,020	1,000	+ 4	- 2
Missouri	1,288	1,120	1,340	1,180	- 8	- 12
N. & S. Dakota	311	327	380	355	+ 14	- 7
Nebraska	522	561	595	740	+ 42	+ 24
Kansas	506	435	470	400	- 21	- 15
WEST NO. CENT. STATES	4,804	4,645	5,165	5,035	+ 5	- 3
District of Columbia.	477	499	575	640	+ 34	+ 11
Maryland	893	920	1,000	980	+ 10	- 2
Virginia	832	735	870	875	+ 5	+ 1
West Virginia	412	393	465	435	+ 6	- 6
North Carolina	1,073	878	1,010	880	- 18	- 13
Georgia	582	564	685	580	0	- 15
Florida	1,400	1,420	1,610	1,690	+ 21	+ 5
Other S.A. States	386	408	520	465	+ 20	- 11
SO. ATLANTIC STATES	6,055	5,817	6,735	6,545	+ 8	- 3
Tennessee	1,058	1,066	1,250	1,200	+ 13	- 4
Alabama	669	637	670	750	+ 12	+ 12
Louisiana	678	669	660	650	- 4	- 2
Oklahoma	392	354	480	445	+ 14	- 7
Texas	1,509	1,335	1,650	1,580	+ 5	- 4
Other S.C. States	857	749	900	760	- 11	- 16
SO. CENTRAL STATES	5,163	4,810	5,610	5,385	+ 4	- 4
Colorado	471	490	560	570	+ 21	+ 2
Other Mt. States	1,106	1,090	1,215	1,285	+ 16	+ 6
MOUNTAIN STATES	1,577	1,580	1,775	1,855	+ 18	+ 5
Washington	772	807	920	1,080	+ 40	+ 17
Oregon	430	432	445	485	+ 13	+ 9
California	3,743	3,819	4,635	4,700	+ 26	+ 1
PACIFIC STATES	4,945	5,058	6,000	6,265	+ 27	+ 4
UNITED STATES	48,259	47,195	53,375	54,785	+ 14	+ 3

1/From enumerations.

ICE MILK PRODUCTION

March production of ice milk in the United States was estimated at 7,665,000 gallons. This was 8 percent less than in March a year ago but 17 percent more than the 1954-58 average for the month. Production increased only 30 percent seasonally from February to March. This compares with a 52-percent jump in 1959 and an average gain of 41 percent. Seasonal advances were indicated in all regions except the North Atlantic, where output declined slightly and the South Atlantic, where production was unchanged.

Ice milk production was smaller than in March a year ago in all sections of the country except the North Atlantic Region, where it was moderately larger. The heaviest losses occurred in the East North Central Region, the West North Central, and the South Central.

PRODUCTION OF ICE MILK, UNITED STATES, 1960

MONTH	1954-58	1958 1/	ESTIMATED		CHANGE FROM:	
	Average 1/		1959	1960	1954-58 Av.	1959
		Thousand Gallons			Percent	
January	4,269	5,167	5,095	5,555	+ 30	+ 9
February	4,628	5,003	5,475	5,895	+ 27	+ 8
March	6,541	7,062	8,305	7,665	+ 17	- 8
THREE MONTH TOTAL	15,438	17,232	18,875	19,115	+ 24	+ 1

1/From enumerations.

SHERBET PRODUCTION

Production of sherbet in the United States during March totaled 2,530,000 gallons. This was 2 percent below the March 1959 output but 10 percent above the 1954-58 average. Production the first three months of this year, at 6,310,000 gallons, was 4 percent more than in the first quarter of last year and 16 percent more than the 5-year average for the period. Production gained 29 percent seasonally between February and March, calendar month basis. Sharp seasonal gains occurred in all regions of the country except the South Atlantic, where production increased only moderately.

Compared with March 1959, sherbet production decreased in all three central regions of the country. A sharp loss occurred in the South Atlantic. Output increased moderately in the North Atlantic Region and the Pacific. A sharp gain was indicated in the Mountain States.

PRODUCTION OF SHERBET, UNITED STATES, 1960

MONTH	1954-58	1958 1/	ESTIMATED		CHANGE FROM:	
	Average 1/		1959	1960	1954-58 Av.	1959
		Thousand Gallons			Percent	
January	1,509	1,705	1,675	1,825	+ 21	+ 9
February	1,604	1,611	1,805	1,955	+ 22	+ 8
March	2,310	2,218	2,575	2,530	+ 10	- 2
THREE MONTH TOTAL	5,423	5,534	6,055	6,310	+ 16	+ 4

1/From enumerations.

Production of Mellorine and other frozen desserts made with fats and oils other than milkfat in the United States during March was estimated at 3,560,000 gallons, the Crop Reporting Board reports. This was 3 percent more than in March 1959 and 37 percent greater than the 1954-58 average for the month. Output the first three months of this year totaled 8,985,000 gallons - 9 percent larger than in the first quarter of last year and 37 percent above the 5-year average for the period.

Compared with March a year ago, Mellorine production increased sharply in Oregon, California, Louisiana, and Alabama. Output gained only moderately in Texas. Substantial losses were noted in Illinois, Oklahoma, and Montana. Production decreased moderately in Missouri.

Mellorine production advanced 23 percent between February and March this year (calendar month basis), compared with 37 percent between these months in 1959. Sharp seasonal increases were indicated for all the important Mellorine-producing states except Illinois, where a small loss occurred.

PRODUCTION OF "MELLORINE-TYPE" FROZEN DESSERTS, UNITED STATES, 1960

MONTH	1954-58 Average 1/	1958 1/	ESTIMATED		CHANGE FROM:	
			1959	1960	1954-58 Av.	1959
		Thousand Gallons			Percent	
January	1,861	2,238	2,325	2,535	+ 36	+ 9
February	2,097	2,335	2,505	2,890	+ 38	+ 15
March	2,604	2,759	3,440	3,560	+ 37	+ 3
THREE MONTH TOTAL	6,562	7,332	8,270	8,985	+ 37	+ 9

1/From enumerations.

WATER ICE PRODUCTION

The nation's production of water ices during March was placed at 1,770,000 gallons - 7 percent less than in March 1959, but 6 percent more than the 1954-58 average for the month. The January-March output of 3,355,000 gallons was 3 percent under the first quarter of last year but 12 percent more than the 5-year average for this period. The gain from February to March was 97 percent, compared with 122 percent at this time last year and 126 percent between the 5-year averages of these months. Sharp seasonal advances occurred in all regions of the country.

Compared with March 1959, production was sharply lower in the South Atlantic Region and the South Central, while only moderately lower in the West. Output was unchanged in the West North Central States but was moderately higher in the North Atlantic and East North Central.

PRODUCTION OF WATER ICES, UNITED STATES, 1960

MONTH	1954-58 Average 1/	1958 1/	ESTIMATED		CHANGE FROM:	
			1959	1960	1954-58 Av.	1959
		Thousand Gallons			Percent	
January	593	699	710	685	+ 16	- 4
February	736	782	860	900	+ 22	+ 5
March	1,663	1,603	1,905	1,770	+ 6	- 7
THREE MONTH TOTAL	2,992	3,084	3,475	3,355	+ 12	- 3

1/From enumerations.